

IN THE CLAIMS:

1. (Previously Presented) An apparatus comprising:
 - an image display, responsive to input power, the image display being configured to provide at least one illuminated image by means of said image display;
 - a power source, responsive to a fade-in signal and a fade-out signal, the power source being configured to provide the input power to the image display;
 - mode selector, responsive to a selection that selects a mode of operation, the mode selector being configured to provide a repetitive mode selection signal if a repetitive mode is selected; and
 - timing controller, responsive to the repetitive mode selection signal from the mode selector, the timing controller being configured to automatically provide the fade-in signal indicative of increased power, and the fade-out signal indicative of decreased power, repeatedly, wherein said apparatus is functional in more than one mode.
2. (Previously Presented) The apparatus of claim 1 wherein the more than one mode includes the repetitive mode in which the at least one illuminated image fades in and later fades out if the environment is dark, and an off mode in which the image is not visible if the apparatus is in a dark environment, and a fully on mode in which the at least one illuminated image is fully visible without fading.
3. (Previously Presented) The apparatus of claim 1, wherein the timing controller is also configured to operate the apparatus with less than full power at substantially all times during the repetitive mode, and configured to vary the power during the repetitive mode so that the at least one illuminated image has an intensity that appears constant to a human eye over a period of less than five seconds.
4. (Previously Presented) The apparatus of claim 1,

wherein the power source comprises a battery, and also comprises a switching device for regulating the power flow from the battery, and

wherein the apparatus is a medallion configured to be worn by a human being.

5. (Previously Presented) The apparatus of claim 1, further comprising a memory configured to receive the at least one image via an infrared signal to the apparatus, and configured to provide the at least one illuminated image to the image display, wherein the image display includes a transfective liquid crystal display with a backlight.
6. (Previously Presented) The apparatus of claim 5, further comprising a communication interface configured to output image data from the apparatus or input image data to the apparatus.
7. (Previously Presented) The apparatus of claim 3, wherein the power source is configured to power the image display with less than or equal to half of the full power at substantially all times during the repetitive mode.
8. (Previously Presented) The apparatus of claim 1, wherein each repetition during the repetitive mode includes an off stage, a fade-in stage, an on stage, and a fade-out stage.
9. (Previously Presented) The apparatus of claim 8, wherein the on stage has an on duration, and the off stage has an off duration, and the on duration has a ratio to the off duration that is substantially equal to a constant.
10. (Previously Presented) The apparatus of claim 9, wherein the constant ratio is less than or substantially equal to one half.

11. (Previously Presented) The apparatus of claim 8, wherein any two of the repetitions respectively have a first duration and a second duration that differ by a difference that is less than one-tenth of the first duration.
12. (Currently Amended) The apparatus of claim 1, wherein the power source comprises a battery that is rechargeable while the battery is still located within the apparatus.
13. (Previously Presented) The apparatus of claim 4 wherein the switching device comprises a duty cycle device configured to create a duty cycle which is alterable in order to alter the power flow.
14. (Previously Presented) The apparatus of claim 11, wherein the difference has a random element.
15. (Previously Presented) The apparatus of claim 1, wherein the image display comprises a liquid crystal display and a transfective film configured to at least partially reflect environmental light and at least partially light up the at least one image in the presence of environmental light.
16. (Previously Presented) The apparatus of claim 3, wherein the timing controller comprises software, embodied in a machine readable media that is encoded with a data structure for operating the timing controller.
17. (Previously Presented) The apparatus of claim 4, wherein the switching device comprises a transistor having a duty cycle that changes in response to the fade-in signal and the fade-out signal.
18. (Previously Presented) The apparatus of claim 8, wherein each of the stages begins at a time that is selected by the timing controller with a degree of randomness.

19. (Previously Presented) A method of operation of an apparatus, comprising:
- selecting a mode of operation,
 - providing a repetitive mode selection signal if the repetitive mode is selected,
 - providing a fade-in signal indicative of increased power, and a fade-out signal indicative of decreased power, repetitively,
 - inputting power to an image display, and
 - providing at least one illuminated image in response to the power.
20. (Previously Presented) The method of claim 19 wherein the more than one mode includes the repetitive mode in which the at least one illuminated image fades in and later fades out if the apparatus is in a dark environment, and an off mode in which the image is not visible if the apparatus is in a dark environment, and a fully on mode in which the at least one illuminated image is fully visible without fading.
21. (Previously Presented) The method of claim 19, wherein the apparatus operates with less than full power at substantially all times during the repetitive mode, and wherein the power-up signal and the power-down signal slowly vary the power during the repetitive mode so that the at least one illuminated image has an intensity that appears constant to a human eye over a period of less than five seconds.
22. (Previously Presented) The method of claim 20, further comprising the step of utilizing environmental light to at least partially illuminate the image, by equipping the apparatus with a liquid crystal display that is transfective.
23. (Original) The method of claim 19, wherein the step of providing the fade-in signal and the fade-out signal is performed at times that are selected with a degree of randomness.

24. (Previously Presented) The method of claim 19, wherein the apparatus is a medallion functional in more than one mode.
25. (Previously Presented) Software, embodied in a machine readable media that is encoded with a data structure for operating the apparatus of claim 19.
26. (Previously Presented) An apparatus, comprising:
means for selecting a mode of operation,
means for providing a repetitive mode selection signal if the repetitive mode is selected,
means for providing a fade-in signal indicative of increased power, and a fade-out signal indicative of decreased power, repetitively,
means for inputting power to an image display, and
means for providing at least one illuminated image in response to the power.
27. (Previously Presented) The apparatus of claim 26 wherein the more than one mode includes the repetitive mode in which the at least one illuminated image fades in and later fades out if the apparatus is in a dark environment, and an off mode in which the image is not visible if the apparatus is in a dark environment, and a fully on mode in which the at least one illuminated image is fully visible without fading.
28. (Previously Presented) The apparatus of claim 26, wherein the apparatus operates with less than full power at substantially all times during the repetitive mode, and wherein the power-up signal and the power-down signal slowly vary the power during the repetitive mode so that the at least one illuminated image has an intensity that appears constant to a human eye over a period of less than five seconds.

29. (Previously Presented) The apparatus of claim 27, further comprising means for utilizing environmental light to at least partially illuminate the image, by equipping the apparatus with a liquid crystal display that is transflective.
30. (Previously Presented) The apparatus of claim 26, wherein the fade-in signal and the fade-out signal are provided at times that are selected with a degree of randomness.
31. (Previously Presented) The apparatus of claim 26, wherein the apparatus is a medallion functional in more than one mode.
32. (Previously Presented) An apparatus, comprising:
a button or switch configured to select a mode of operation,
a mode selector configured to provide a repetitive mode selection signal if the repetitive mode is selected,
a timing controller configured to provide a fade-in signal indicative of increased power, and a fade-out signal indicative of decreased power, repetitively,
a power source configured to input power to an image display, and
an image display configured to provide at least one illuminated image in response to the power.
33. (Previously Presented) The apparatus of claim 32 wherein the more than one mode includes the repetitive mode in which the at least one illuminated image fades in and later fades out if the apparatus is in a dark environment, and an off mode in which the image is not visible if the apparatus is in a dark environment, and a fully on mode in which the at least one illuminated image is fully visible without fading.
34. (Previously Presented) The apparatus of claim 32, wherein the apparatus operates with less than full power at substantially all times during the repetitive mode, and wherein the power-up

signal and the power-down signal slowly vary the power during the repetitive mode so that the at least one illuminated image has an intensity that appears constant to a human eye over a period of less than five seconds.

35. (Previously Presented) The apparatus of claim 32, wherein the fade-in signal and the fade-out signal are provided at times that are selected with a degree of randomness.